



Thank you for taking a leadership role in the fight against pancreatic cancer!

As a PurpleStride team captain, you are joining a nationwide community committed to advancing research, supporting patients and creating hope. If you are a returning captain, thank you for your continued support!

Teamwork is one of the most powerful tools we can use to fight this disease. Last year over 2,400 teams participated in PurpleStrides around the country, raising more than \$3,300,000! This is phenomenal, but I know with your help we can do more. We must do more.

When my father passed away from pancreatic cancer in 1999, I resolved to do whatever it took to end this disease. As you may know, the five-year survival rate for pancreatic cancer is just six percent. However, the Pancreatic Cancer Action Network has set a goal of doubling the survival rate by 2020.

Every stride you and your team members take brings us closer to realizing that goal. PurpleStride is truly an inspiring event, and nothing compares to looking out at a “sea of purple” and realizing that together we can end this disease. Whenever I attend a PurpleStride, I find myself thinking there is no better way to honor my father. There is power in numbers, and there is hope! This is why I encourage you to reach out and recruit as many people as you can to join your team and stride with you on event day. I promise it will be an unforgettable experience.

Thank you again for your efforts and your dedication.

Best wishes,

A handwritten signature in black ink that reads "Julie Fleshman". The signature is written in a cursive, flowing style.

Julie Fleshman, JD, MBA  
President and CEO



## TEAM RECOGNITION BENEFITS

The Pancreatic Cancer Action Network is thrilled to offer an incentive program for our amazing PurpleStride teams!

Some benefits are based on the team's fundraising total fourteen days before the event date at 10 a.m. PST, unless otherwise specified.

Please allow up to three weeks for processing for mailed donations to be reflected in fundraising total.

TOP FUNDRAISING TEAM BENEFITS	TOP TEAM	TOP THREE TEAMS
<b>LISTING ON THE EVENT WEBSITE LEADING UP TO THE EVENT</b> (BENEFIT IS ONGOING AND CONTINUES UNTIL END OF EVENT FUNDRAISING)	√	√
<b>*AWARD CERTIFICATE PRESENTATION DURING EVENT CEREMONY; TEAM CAPTAIN INVITED ON STAGE</b> (BENEFIT IS DETERMINED ACCORDING TO 'DAY OF' FUNDRAISING TOTALS)	√	√
<b>INCLUSION IN SOCIAL MEDIA OPPORTUNITIES (AS AVAILABLE)</b>	Exclusive after the event	Ongoing during event fundraising
<b>INCLUSION IN A STATE-WIDE E-BLAST</b> (BENEFIT IS DETERMINED WHEN ALL EVENT FUNDRAISING HAS CONCLUDED)	√	
<b>INCLUSION IN PRESS AFTER THE EVENT (AS AVAILABLE)</b>	√	
<b>A FRAMED TEAM PHOTO DELIVERED TO TEAM CAPTAIN</b>	√	

In addition, PurpleStride will recognize Elite Teams or Passion Teams if designated fundraising levels below are reached.

PURPLESTRIDE RECOGNITION BENEFITS AND PROMOTIONAL RIGHTS FOR TEAMS	ELITE TEAM \$40,000	PASSION TEAM \$10,000
<b>VIP TEAM TENT/BOOTH AND PERSONAL CONCIERGE (AVOID REGISTRATION LINES, COMPLIMENTARY REFRESHMENTS)</b>	√	
<b>TEAM MEET UP SIGN/SPACE</b>		√
<b>TEAM SIGN DURING WALK/RACE</b>	√	√
<b>RECOGNITION LETTER FROM THE CEO OF THE PANCREATIC CANCER ACTION NETWORK</b>	√	√

**Don't forget to take advantage of our great team fundraising tools at [www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)!**



## CREATE A COMPANY TEAM

Every year, in communities across the country, thousands of people participate in PurpleStride, the signature fundraising event for the Pancreatic Cancer Action Network. These events range in size from brief walks to timed-runs, but they all share one goal: to end pancreatic cancer.

PurpleStride events raise much needed awareness and urgent funds to help advance research, support patients and create hope.

It is a time to support loved ones who are fighting pancreatic cancer and honor those who have lost the battle. It is a journey toward hope that is filled with inspiration.

Please join us by creating one or more employees teams to participate in this inspiring event!



## BENEFITS FOR YOUR COMPANY TEAM

- Online fundraising site with pre-written invitations to participate and/or donate
- Customizable personal and team pages
- Team and individual fundraising recognition and incentives
- Printable fundraising and event materials to display
- Top teams can receive a VIP Team tent with a personal event-day concierge, event website and social media inclusion, and on-stage recognition

## BENEFITS FOR YOUR COMPANY

- Great team-building activity
- Community visibility as a company that cares
- Leadership opportunity for employees
- Natural opportunities for friendly competition between branches, departments, offices, etc.
- Enjoy special event marketing and day-of recognition

## SUPPORT YOUR EMPLOYEE FUNDRAISING EFFORTS

- Match employees' fundraising dollars.
- Provide incentive prizes such as a day off for the individual and / or team that raises the most money.
- Recognize team captains and top fundraisers online.
- Provide space for teams to meet and strategize fundraising.
- Engage company leadership to walk with employees – great for visibility and morale!
- Promote the event on company bulletin boards and newsletters.

**Learn more at**

**[www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)**



## BUILDING YOUR COMPANY TEAM

Thank you for joining the fight against pancreatic cancer! Your company team can help us make tremendous progress in our mission to advance research, support patients and create hope for the tens of thousands of people diagnosed with pancreatic cancer every year. We will be with you every stride of the way, available for guidance and to answer any questions. To get you started, we've put together a quick at-a-glance for how you can build your company team.

### STEP 1: RECRUIT

- Make a company-wide presentation
- Include notices in the company newsletter.
- Post event posters and sign-up sheets.
- Incentivize! See below for ideas.
- Hold company social gathering.

### STEP 2: GROW AND RECOGNIZE

- Send regular email or newsletter updates reporting progress.
- Set fundraising challenges with incentives for each level.
- Offer incentives for team members to recruit participants outside of the office.
- Distribute a press release announcing the company's involvement.
- Post ads on the company intranet.
- Use a simple spreadsheet to track participants' progress.



### STEP 3: SHINE ON EVENT DAY

- Designate a meeting spot in advance.
- Encourage your team to get out the purple in a unique way (e.g. sunglasses, wigs, or socks).
- Print customized company sign to carry at the event.
- Capture a team photo for your company newsletter and website.

### INCENTIVIZE!

Offer low- or no-cost incentives for your company team:

- Casual dress for all participants or top performers
- Half-day off
- Friday donuts for team members
- Close-to-the-entrance reserved parking spot
- Lunch with a company executive

### RESOURCES WE PROVIDE

- Online fundraising site with pre-written invitations to participate and/or donate
- Customizable personal and team pages
- Presentation and sign-up sheet for recruitment presentation
- Sample media outreach material
- Recruitment posters



### ABOUT PANCREATIC CANCER

Pancreatic cancer is the fourth leading cause of cancer death in the United States and has the highest mortality rate of all major cancers.

- It is the fourth leading cause of cancer death in the U.S.
- There are no early detection tools or effective treatment options.
- An estimated 74% of patients will die within a year of diagnosis. The five-year survival rate is just 6%.

The Pancreatic Cancer Action Network is a nationwide network of people dedicated to advancing research, supporting patients and creating hope for the pancreatic cancer community.





## TEAM CAPTAIN STEP-BY-STEP

### STEP 1

Create your official team page. Include your own images and personal story as well as inspiring quotes and a welcome message for team members.

### STEP 2

Use your customize-able emails in your online headquarters to send out recruitment invitations. Use the “My Connections” worksheet to identify potential team members.

- Send Evites and Twitter invitations
- Create a Facebook group
- Mail a hand-written invitation
- Record a message on your voicemail
- Add a recruitment request to your standard email signature.
- Make a presentation at your office, school, faith group or club and ask to include notices in newsletters. Be sure to print an event poster and sign-up sheet to bring with you.



### STEP 3

Consider hosting an initial gathering to rally your team. This can be a simple a meet-and-greet at a coffee shop or a pizza party. Use the opportunity to explain your connection to the disease, recruit more members, set goals and distribute the “Getting Started” guide to your team members. Begin to get everyone thinking about fundraising goals.

### STEP 4

Set team goals! Aim high for fundraising and recruitment goals. Work with team members to set individual goals, set daily or weekend goals, and create an overall team goal. For example, raise 10% of your total goal each week, or spend 15 minutes a day reaching out.

### STEP 5

Motivate! Send out regular encouraging emails. Set up a weekly training walk/run. Brainstorm fun prizes to award different milestones. Establish a Facebook group to report progress and have team members “like” the group. Celebrate when a team member reaches a goal, recruits a new member, or comes up with an innovative fundraising idea.

### STEP 6

Gear up for event day! Designate a meeting spot in advance. Encourage your team to get out the purple (i.e. sunglasses, wigs, or socks). Make sure all team members have registered, turned in any additional donations, and received their T-shirt. Capture a team photo. Hold a team huddle and take a moment to recognize those you are striding for.

### STEP 7

Send a personal thank-you to each team member. This can be a simple email or a handwritten note with a team photo. Mention you look forward to striding with them next year!



## PARTICIPANT STEP-BY-STEP

Thank you for helping to raise support for the fight against pancreatic cancer! Remember, the earlier you start fundraising, the more time you have to reach or exceed your goals.

### REGISTRATION

To register, go to [www.purplestride.org](http://www.purplestride.org) and select “Find an Event.” Navigate to the local PurpleStride event. During your individual registration process, you will be asked to identify your team to automatically link your individual page to your team page. Each team has its own customized page to set goals and track progress.

Once registered, set up your own individual page, where you can write about what inspired you to sign up for PurpleStride. You can also include a photo of yourself or a loved one and gain access to some great fundraising tools such as:

- Email Center: Personalized emails to friends and family asking them to join your team or support your fundraising.
- Donation Tracking: View a report detailing online donations made to your page.
- Donor Appreciation: We encourage you to leave the “Donor Appreciation” area active to recognize donors.
- Goal Setting: Set a dollar amount and track your progress.

### ASK FOR SUPPORT

**Create a list of everyone you know** - family and friends, coworkers, doctors, or service providers. Decide if you want to ask them to join your team or simply request a donation. Use the “My Connections” to help you brainstorm.

**Reach Out.** Whether in-person or by e-mail, it’s important to share your personal story and explain why you are asking for donations. Try to be as brief as possible. Download the poster to post at your work and around your community. Utilize the sign-up sheet.

**Define pancreatic cancer and how you have been affected.** For example: “Did you know pancreatic cancer is the fourth leading cause of cancer death in the United States? It has a five-year survival rate of just 6%. My father passed away from pancreatic cancer three years ago. I don’t want to see others suffer like he did.”

**Tell people why you are participating** and how it supports the Pancreatic Cancer Action Network. “I am participating to help raise funds and awareness for the Pancreatic Cancer Action Network to help advance research, support patients and create hope. To learn more, you can go to [www.pancan.org](http://www.pancan.org).”

**Finish by asking for their support.** “Can I count on you for a \$50 donation?” Keep track of your responses. Follow up with those who haven’t responded, then follow up again.



**Thank everyone!** Big or small, every donation counts. Always remember to say thanks!



## FUNDRAISING TIPS!

- Ask your employer to match your fundraising or make a flat donation. You might also ask them to donate casual dress or a half-day off for all employees who join your team or make a donation.
- Host a garage sale and increase the amount you raise by asking for a \$1 donation on every transaction.
- Give friends a jar or cardboard box and ask them to collect their spare change over the months leading up to the event.
- Ask friends to make a donation in lieu of birthday or holiday gifts.
- Hold an informal Wii or video gaming contest with your friends and ask for a donation in lieu of an entry fee.
- Contact your old fraternity or sorority and see if they will sponsor or even join your team!
- Add a standard signature line to your outgoing email reminding recipients to support your efforts.
- Ask your favorite hairdresser to donate \$2 for every haircut they complete over a weekend.
- Don't forget to post appeals and updates to your Facebook account!
- Download and post event poster at work and around your community.



## FIVE EASY WAYS TO RAISE \$300

- Invite ten friends over for movie night and ask them each to contribute \$10
- Ask three family members to sponsor you for \$25 each
- Ask your employer to contribute \$25
- Ask five coworkers to sponsor you for \$10 each
- Invite five neighbors over for food or wine-tasting and ask them each to contribute \$10





# MY CONNECTIONS

Think about everyone whose lives you touch and ask them where they work and who they know in the community. Use the chart below to help you think about all the people in your life to invite to be part of your support of the Pancreatic Cancer Action Network. Before you know it, you'll have a full list to contact!

## FRIENDS

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## CO-WORKERS/PAST COLLEAGUES

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## PARENTS/STUDENT GROUPS

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## VOLUNTEER GROUPS

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## BOOK CLUB

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## FAITH GROUPS

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## NEIGHBORS

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## COLLEGE ALUMNI

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**REGISTRATION FORM** — You can also register online at [www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)

Name \_\_\_\_\_ Birthdate \_\_\_\_\_  
 Male  Female  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Tel \_\_\_\_\_ E-mail \_\_\_\_\_  
 Emergency Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Team Name (optional) \_\_\_\_\_

**REGISTRATION TYPE**

- 5K Timed Run:** \$30 ( \$35 on event-day)  **Virtual Participant:** \$35  
 **5K Awareness Walk:** \$25 ( \$30 on event-day)  **Survivor:** Free  
 **Youth, age 3-12:** \$10 (\$15 on event-day)  **Volunteer:** Free

**T-SHIRT SIZE (please circle) Adult:** S M L XL XXL XXXL **Youth:** S M L

**PAYMENT METHOD**

**CHECK** Make checks payable to Pancreatic Cancer Action Network and include participant and event names.

**CREDIT CARD**

Please select one:  VISA  MC  AmEx  Disc

Card # (required) \_\_\_\_\_

Exp. Date (required) \_\_\_\_\_ CID# \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CASH**

I'd like to make an additional donation to the Pancreatic Cancer Action Network of \$\_\_\_\_\_

**TOTAL AMOUNT ENCLOSED OR CHARGED \$** \_\_\_\_\_

**WAIVER:** I hereby waive and release any and all claims for injuries and damages for myself and all listed dependents against the Pancreatic Cancer Action Network, event sponsors, venue management, and all personnel for any injury I, or all listed dependents, might suffer during or as a result of this event. I attest that I and all listed dependents, are physically fit and prepared for this event. I grant full permission for organizers to use photographs and/or video of myself and all listed dependents, and/or quotations of myself and all listed dependents, for legitimate accounts of this event and promotion of the Pancreatic Cancer Action Network. The Pancreatic Cancer Action Network is not responsible for any items lost or stolen at any time before, during or after the event. I understand that I am fully responsible for all listed dependents for the duration of the event and must accompany them at all times. I also agree that my entry fees, once paid, are non-refundable. I have read and agree to the terms of the waiver.

**PARTICIPANT SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**PLEASE MAIL FORM AND PAYMENT TO:** Pancreatic Cancer Action Network, ATTN: PurpleStride Atlanta 2012  
 1500 Rosecrans Avenue, Suite 200, Manhattan Beach, CA 90266



**REGISTRATION / DONATION FORM** — You can also register and donate online at [www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)

**I WOULD LIKE TO REGISTER FOR THE EVENT:**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>5K Timed Run:</b> \$30 ( \$35 on event-day)      | <input type="checkbox"/> <b>Virtual Participant:</b> \$35 |
| <input type="checkbox"/> <b>5K Awareness Walk:</b> \$25 ( \$30 on event-day) | <input type="checkbox"/> <b>Survivor:</b> Free            |
| <input type="checkbox"/> <b>Youth, age 3-12:</b> \$10 (\$15 on event-day)    | <input type="checkbox"/> <b>Volunteer:</b> Free           |

**T-SHIRT SIZE (please circle)**    **Adult:**    S    M    L    XL    XXL    XXXL    **Youth:**    S    M    L

I'd like to make an additional donation to the Pancreatic Cancer Action Network of \$ \_\_\_\_\_

**I CANNOT ATTEND, BUT I WOULD LIKE TO MAKE A DONATION**

- \$25     \$50     \$100     \$250     \$500     Other \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED OR CHARGED \$** \_\_\_\_\_

**CONTACT INFORMATION**

Name \_\_\_\_\_ Birthdate \_\_\_\_\_  Male  
 Street Address \_\_\_\_\_  Female  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Tel \_\_\_\_\_ E-mail \_\_\_\_\_  
 Emergency Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Team Name (optional) \_\_\_\_\_

**PAYMENT METHOD**

**CHECK** *Make checks payable to Pancreatic Cancer Action Network and include participant and event names.*

**CREDIT CARD**

Please select one:     VISA     MC     AmEx     Disc

Card # (required) \_\_\_\_\_

Exp. Date (required) \_\_\_\_\_ CID# \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CASH**

**WAIVER (ONLY SIGN IF REGISTERING FOR THE EVENT):** I hereby waive and release any and all claims for injuries and damages for myself and all listed dependents against the Pancreatic Cancer Action Network, event sponsors, venue management, and all personnel for any injury I, or all listed dependents, might suffer during or as a result of this event. I attest that I and all listed dependents, are physically fit and prepared for this event. I grant full permission for organizers to use photographs and/or video of myself and all listed dependents, and/or quotations of myself and all listed dependents, for legitimate accounts of this event and promotion of the Pancreatic Cancer Action Network. The Pancreatic Cancer Action Network is not responsible for any items lost or stolen at any time before, during or after the event. I understand that I am fully responsible for all listed dependents for the duration of the event and must accompany them at all times. I also agree that my entry fees, once paid, are non-refundable. I have read and agree to the terms of the waiver.

**PARTICIPANT SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**PLEASE MAIL FORM AND PAYMENT TO:** Pancreatic Cancer Action Network, ATTN: PurpleStride Atlanta 2012  
 1500 Rosecrans Avenue, Suite 200, Manhattan Beach, CA 90266





## DONATION FORM

You can also donate online safely and securely at [www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)

**PARTICIPANT NAME** \_\_\_\_\_

### DONATION AMOUNT

\$25     \$50     \$100     \$250     \$500     Other \$ \_\_\_\_\_

### PAYMENT METHOD

**CHECK** Make checks payable to Pancreatic Cancer Action Network and include participant and event names.

**CREDIT CARD**

Please select one:     VISA     MC     AmEx     Disc

Card # (required) \_\_\_\_\_

Exp. Date (required) \_\_\_\_\_ CID# \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CASH**

### Optional dedication text for display on participant's fundraising page:

From \_\_\_\_\_

In Honor Of     In Memory Of     In Support Of

Honoree's name \_\_\_\_\_

I wish to be listed as Anonymous

Please do not display my donation amount

### DONOR INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Tel \_\_\_\_\_ E-mail \_\_\_\_\_

### PLEASE MAIL COMPLETED FORM AND DONATION TO:

Pancreatic Cancer Action Network, ATTN: PurpleStride Atlanta 2012  
1500 Rosecrans Avenue, Suite 200, Manhattan Beach, CA 90266



## DONATION TRACKING

PARTICIPANT NAME \_\_\_\_\_

Donations may be turned in at the event or mailed to the Pancreatic Cancer Action Network at the address below.

	Donor Name	Phone	Donation Amount	Payment Method (please circle one)
1				cash/credit/check #
2				cash/credit/check #
3				cash/credit/check #
4				cash/credit/check #
5				cash/credit/check #
6				cash/credit/check #
7				cash/credit/check #
8				cash/credit/check #
9				cash/credit/check #
10				cash/credit/check #
11				cash/credit/check #
12				cash/credit/check #
13				cash/credit/check #
14				cash/credit/check #
15				cash/credit/check #
16				cash/credit/check #
17				cash/credit/check #
18				cash/credit/check #
19				cash/credit/check #
20				cash/credit/check #

*\*Please make checks payable to Pancreatic Cancer Action Network and include participant and event names.*



## ENVISION A WORLD WHERE PANCREATIC CANCER DOES NOT TAKE THE LIFE OF ONE MORE FATHER, MOTHER, SISTER, BROTHER OR FRIEND.

Every year across the country, thousands of people participate in PurpleStride, the signature fundraiser for the Pancreatic Cancer Action Network. PurpleStrides contribute millions of dollars to our mission to advance research, support patients and create hope. PurpleStride is a time to honor loved ones who are battling or have lost the fight with pancreatic cancer. For participants, it's a journey toward hope filled with inspiration.

### ABOUT PURPLESTRIDE ATLANTA 2012 PRESENTED BY VERDE TAQUERIA

- PurpleStride Atlanta 2011 was wildly successful, with over 1,400 participants, and over \$182,000 raised for the Pancreatic Cancer Action Network.
- Planned and run exclusively by volunteers, so more of your dollars go directly to the cause.
- One of over 50 PurpleStrides held across the country.
- Fundraising and awareness walk, children's activities, entertainment, refreshments and more!
- Goal: Over 1,750 participants
- Goal: Raise \$225,000 total.

## JOIN US! NOVEMBER 3, 2012 CENTENNIAL OLYMPIC PARK

*The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way, through research, patient support, community outreach and advocacy for a cure.*



### YOUR SUPPORT AT WORK LOCALLY

- Our Patient and Liaison Services program provides local patients and families with free information about treatment options, clinical trials and more.
- Our Education and Outreach volunteers inform local medical professionals and researchers about the latest pancreatic cancer breakthroughs.
- Our Advocacy team works with local government representatives to ensure continued federal research funding for pancreatic cancer.

### SPONSORSHIP OPPORTUNITIES

Engage your customers and employees in this powerful community event as an event sponsor.

**PRESENTING SPONSOR:** Strongest co-branding, exposure and access to passionate supporters participating in the event, and website and mailing list exposure post-event

**GOLD SPONSOR:** Extensive recognition in high-traffic areas and event promotion.

**SILVER SPONSOR:** Logo on event materials and signage

**FRIEND OR IN-KIND SPONSOR:** Recognition limited to one element at the event (e.g., directional sign, water station).

### FOR SPONSORSHIP INFORMATION:

**Melissa Mason at [mmason@pancanvolunteer.org](mailto:mmason@pancanvolunteer.org) or (262) 501-3255.**

# VISIT [WWW.PURPLESTRIDE.ORG/ATLANTA](http://WWW.PURPLESTRIDE.ORG/ATLANTA)



 PANCREATIC CANCER ACTION NETWORK®

# PURPLESTRIDE ATLANTA 2012

PRESENTED BY VERDE TAQUERIA



## FIGHT PANCREATIC CANCER!

November 3 | Centennial Olympic Park

5K Timed Run and Awareness Walk

Plus music, children's activities, refreshments and more!

[www.purplestride.org/atlanta](http://www.purplestride.org/atlanta)

Presented by

